

IN THE CLAIMS

1. (Currently Amended) A method for broadcasting addressed data to a plurality of users, comprising:

providing at least one information data base that includes data to be transmitted through a broadcast channel;

storing transmission criteria, wherein the transmission criteria includes an address of a user or a user group, as well as an indication of the data from the information data base to be transmitted to the user or user group;

selecting at least one broadcasting channel, through which the selected data are to be transmitted, from among different broadcasting channels, and storing information of the at least one broadcasting channel with the transmission criteria; and

automatically selecting the data to be transmitted according to the stored transmission criteria, wherein

the stored data are obtained from a plurality of external information suppliers;

~~information of at least one broadcasting channel, selected from among different broadcasting channels, through which the selected data are to be transmitted, is stored with the transmission criteria; and~~

the automatically selected data are transmitted through the selected broadcasting channel to the user or to the user group.

2. (Previously Presented) The method according to Claim 1, wherein at least certain of the selected data are transmitted as messages through a cellular digital mobile radio network.

3. (Previously Presented) The method according to Claim 1, wherein at least certain of the selected data are transmitted as messages for paging systems.

4. (Previously Presented) The method according to Claim 1, wherein at least certain of the selected data are transmitted through the Internet as addressed messages, including as e-mail.

5. (Previously Presented) The method according to Claim 1, wherein at least certain of the selected data are transmitted through a teletext channel as a teletext page.

6. (Previously Presented) The method according to Claim 1, wherein at least certain of the selected data are transmitted through a public telecommunications network as a fax.

7. (Previously Presented) The method according to Claim 1, wherein the data is shown on display panels.

8. (Previously Presented) The method according to Claim 1, wherein at least certain of the selected data are multimedia data.

9. (Previously Presented) The method according to Claim 1, wherein at least certain transmitted information comprises at least one order code that recipients pass on directly to a supplier to order products or services.

10. (Previously Presented) The method according to Claim 1, wherein at least certain of the users administrate transmission criteria through at least one telecommunications system.

11. (Previously Presented) The method according to Claim 10, wherein at least certain of the users administrate transmission criteria through the Internet.

12. (Previously Presented) The method according to Claim 10, wherein at least certain of the users administrate transmission criteria with special messages through a mobile radio network.

13. (Previously Presented) The method according to Claim 10, wherein at least certain of the users administrate transmission criteria with standardized order codes through a mobile radio network, the identity of the users being automatically established with a user data base in the mobile radio network.

14. (Previously Presented) The method according to Claim 1, wherein the transmission criteria comprise at least one category of desired information.

15. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise at least one data service.

16. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise a standardized set of various data from different information providers .

17. (Previously Presented) The method according to Claim 16, wherein data in the set comprise all the information concerning an exhibition necessary for visitors.

18. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise transmission time criteria.

19. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise transmission periodicity criteria.

20. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise event criteria.

21. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria indicate certain data that are filed in the information data base only if at least one user has selected the certain data.

22. (Previously Presented) The method according to Claim 1, wherein the transmission of data to the user is billed with a billing system.

23. (Currently Amended) A data broadcasting system for the broadcasting of addressed data to a multiplicity of users, comprising:  
at least one information data base configured to store data intended to be transmitted through a broadcasting channel;

a storage area configured to store ~~storage area~~ transmission criteria for each user or each user group, wherein the transmission criteria include an address of a user or a user group, ~~as well as~~ an indication of the data from the information data base to be transmitted to the user or the user group, and information of at least one broadcasting channel selected from among different broadcasting channels through which the data from the information data base are to be transmitted; and

an information dispatcher configured to automatically select data from the information data base that fulfill the desired transmission criteria of at least one user, wherein the data broadcasting system is configured such that data from a plurality of information suppliers are transmitted through at least one communication channel to the information data base,

~~the transmission criteria comprise information of at least one broadcasting channel selected from among different broadcasting channels through which the data from the information data base are to be transmitted~~, and

the data broadcasting system comprises at least one output driver for transmission of selected data through the selected broadcasting channel to the user or user group.

24. (Previously Presented) The data broadcasting system according to Claim 23, further comprising a plurality of output drivers for transmission of data to the user through a corresponding plurality of transmission channels in accordance with the transmission criteria.

25. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers comprise at least one driver for a cellular digital mobile radio network to transmit selected data as messages to mobile radio telephones.

26. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers comprise at least one driver for a pager network to transmit selected information as pager messages to pager terminals.

27. (Previously Presented) The data broadcasting system according to Claim 23, wherein said output drivers comprise at least one driver for the Internet, to transmit selected information as e-mail.

28. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers comprise at least one driver for a DAB network to transmit selected information as a radio program-accompanying service.

29. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers comprise at least one driver for a teletext system to transmit selected information as a teletext page.

30. (Previously Presented) The data broadcasting system according to Claim 23, wherein said output drivers comprise at least one fax driver to transmit selected information as a fax.

31. (Previously Presented) The data broadcasting system according to Claim 23, wherein said output drivers comprise at least one driver for display panels to display selected information on display panels.

32. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain transmitted data are linked with order messages, wherein said order messages are able to be passed on by recipients to a suitable system to request products or services.

33. (Previously Presented) The data broadcasting system according to Claim 23, wherein the transmission criteria in said storage area are configured to be administered by the users through at least one telecommunications system.

34. (Previously Presented) The data broadcasting system according to Claim 33, wherein the transmission criteria in said storage area are configured to be administered by the users by using the Internet.

35. (Previously Presented) The data broadcasting system according to Claim 33, wherein the transmission criteria in said storage area are configured to be administered by the users with special messages through a mobile radio network.

36. (Previously Presented) The data broadcasting system according to Claim 23, wherein the transmission criteria in the said storage area are configured to be administrated by the users with standardized order codes through a mobile radio network, the identity of the users being automatically established in the mobile radio network with a user data base.

37. (Previously Presented) The data broadcasting system according to Claim 23, wherein the transmission criteria comprise at least one data type.

38. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria indicate at least one data service.

39. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise a standardized set of various data from different information suppliers.

40. (Previously Presented) The data broadcasting system according to Claim 39, wherein data in the standardized set comprise all the information concerning an exhibition necessary for visitors.

41. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise transmission time criteria.

42. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise transmission periodicity criteria.

43. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise event criteria.

44. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria indicate data that are stored in the information data base only if at least one user has selected the data.

45. (Previously Presented) The data broadcasting system according to Claim 23, further comprising a billing system to bill the transmission of information to the user.

46. (New) The method of Claim 1, wherein the step of automatically selecting the data to be transmitted is not performed in response to a request for the data by the user or the user group.